

American Standard

PART OF **LIXIL**

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FOR IMMEDIATE RELEASE

American Standard Townsend Bath Collection Expands with Elegant Fixture Options

Tub, HET and Furniture Add Distinctive Styling – along with Pedestal, Above Counter, and Undermount Sinks – Coordinating with Stylish Faucet Line

PISCATAWAY, N.J. (July 18, 2017) — Showcasing statuesque form and tapered design lines, the new Townsend fixtures from American Standard include a distinctively angular freestanding tub, a [selection of bathroom sinks](#), a [high efficiency, one-piece toilet](#), along with coordinating furniture pieces. Reflecting vintage industrial styling, this beautifully tailored suite is designed to complement the existing collection of Townsend bath faucets and accessories, making it easy to build a perfectly coordinated modern bathroom setting.



The new Townsend fixture collection from American Standard creates an elegantly contemporary suite that includes faucets, sink options, toilet, bathtub and coordinating furniture.

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Freestanding Soaking Bathtub

Featuring a unique, “three-sided” design, the Townsend freestanding bathtub’s finished flat back provides the option of installing it against the bathroom wall to save space. This installation alternative allows the tub to be highlighted with either a wall or deck mount tub filler.



Cleverly designed to suit bathrooms in a variety of sizes, the new Townsend freestanding bathtub from American Standard features a unique, “three-sided” shape that can be installed against a wall or as a stand-alone tub.

Showcasing clean angles and sculptural presence, the Townsend freestanding bathtub can also be dramatically positioned as the centerpiece of a more expansive bathroom, accented with either a floor or deck mount tub filler. Additionally, this high quality acrylic tub features a wide deck ledge that provides a convenient place to store toiletries and personal items.

The tub’s drain and overflow are available in four popular finishes, coordinated to match the Townsend bathroom and shower faucet portfolio.



Highlighting tapered design lines, the new Townsend pedestal sink and one-piece VorMax toilet from American Standard are striking complements to the vintage industrial styling of the Townsend widespread bathroom faucet.

Bathroom Sink Options

To suit a variety of décor preferences, the Townsend collection offers a range of sink configurations that includes [pedestal, above counter, and undermount models](#). All three rectangular-shaped bathroom sinks – which offer generously sized side ledges to conveniently accommodate toiletries – display distinctively faceted interior lines in the basin and are available in a choice of white or linen.

The handsomely styled pedestal sink is a 35-inch Right Height model that provides increased comfort and ease of use. The angular above counter sink version offers a finished back, allowing a full-length mirror to be displayed behind it. These bathroom sinks were specifically designed to complement the [Townsend faucet collection](#), with its dramatic high-arc and traditional low spout widespread options, and stately single-handle faucet model.

High-Efficiency VorMax Toilet

Delivering a combination of urban styling, innovative technologies, and water efficiency, the new [one-piece Townsend toilet](#) leverages the power of the innovative VorMax flushing system, which has been independently verified to clean the bowl two times better than conventional toilets*.

It's easy to keep sparkling clean between routine cleanings, with its CleanCurve Rim that omits the rim overhang and holes inside the bowl where dirt and buildup can hide. Plus, its EverClean antimicrobial finish inhibits the growth of stain and odor-causing bacteria, mold and mildew on the surface. The flushing action of the Townsend VorMax toilet delivers one powerful jet of water that scrubs the entire bowl completely clean, even the hard-to-reach spots under the rim.



This high efficiency toilet (HET) achieves the highest bulk removal score on the Maximum Performance (MaP) test, and has earned WaterSense-certification for providing high performance with its 1.28 gallons per flush (gpf), which is 20 percent less water than conventional 1.6 gpf toilets.

This new Townsend VorMax high-efficiency toilet from American Standard delivers a powerful jet of water to thoroughly scrub the bowl with every flush, cleaning the bowl two times better than conventionally flushing toilets.

Providing personalized comfort with its Right Height (16 1/2-inch) elongated bowl configuration, the Townsend VorMax also includes a slow-close seat, anti-slip bumpers to lock the seat in place, a release button to remove the entire seat for easy cleaning, and a sanitary tab on the seat for easy lifting without touching the toilet.

Coordinating Bathroom Furniture

The collection also coordinates with the new 30-inch American Standard vanity, available in white or smoked grey, highlighted with sleek drawer pulls in a choice of chrome or brushed nickel finishes.

Additionally, a gracefully fashioned American Standard 30-inch washstand complements this assortment in white or smoked grey, with a convenient front towel bar in polished chrome or brushed nickel. Both the vanity and washstand can accommodate the



The new Townsend pedestal sink top offers generously sized side ledges for user convenience, with added storage options in the attractive styling of the coordinating American Standard washstand.

Townsend pedestal, above counter or under counter sinks for a fully coordinated room setting. Optional Quartz tops are available for mounting the sinks to these furniture pieces.

The Townsend freestanding bathtub has a list price of \$2,950 and is covered by a limited lifetime warranty. The Townsend bathroom sinks, all with a one-year warranty, have list prices as follows: pedestal sink with leg \$429 to \$537; above counter \$249 to \$311; undermount \$219 to \$274. The Townsend VorMax one-piece toilet has a list price range of \$751 to \$938.

All toilet models are covered by a 10-year warranty.

This new Townsend fixture collection is now available at [select kitchen and bath showrooms and wholesalers nationwide](#).

The Townsend freestanding bathtub, as well as the American Standard vanity and washstand, will be available in November 2017.

For more information, visit www.americanstandard.com or call (800) 442-1902.

*Source: Test Report No. 109-141486-002, comparing VorMax against conventional under-the-rim-water-dispersal toilets from major retailers.

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American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. The Company has been recognized with more than 35 product innovation and design awards in the past five years. They offer total project solutions for residential and commercial customers around the world with respected brands such as American Standard®, Safety Tubs®, Crane Plumbing®, Eljer®, Fiat® and Decorative Panels International®. American Standard Brands is part of [LIXIL, a global leader in housing and building materials products and services](#). Learn more at www.americanstandard.com, or follow us at facebook.com/AmericanStandardPlumbing, twitter.com/AmStandard, youtube.com/AmericanStandard01, Pinterest.com/amstandard, Instagram.com/american_standard.

ABOUT LIXIL

LIXIL is the most comprehensive and connected global company in the housing and building industry, delivering human-centric innovation that enhances people's living spaces – we call this Living Technology. Delivering core strengths in water, housing, building and kitchen technologies, our brands including LIXIL®, GROHE®, American Standard Brands, DXV®, INAX® and Permasteelisa® are leaders in their industries and regions. Operating in more than 150 countries and employing more than 70,000 people, we bring together function, quality and design to provide better living solutions to the world today and for future generations. Learn more at www.lixil.com and follow us at facebook.com/lixilgroup.

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MaP report conducted by Veritec Consulting Inc. and Koeller and Company.

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